

Rep Order# 6843312 Ver# 1 Status New Traffic Order# Printed: 08/17/2012 11:20 AM 1 of 3

EC'd Yes Last Received: 08/17/2012 10:32 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 1617 Agency C/P1/P2/E 95/101/1617 Salesperson Phone# 215-567-6005  
Buyer Dan Nagelberg Flight Dates 08/18/2012 - 08/31/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=\*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER  
CONTRACT TOTAL IS \$38,450  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	9A-10A	TODAY SHOW 2	:30	\$350.00	08/20-08/31	5	2	10	\$3,500.00	
	2	M-F	10A-11A	TODAY SHOW 3	:30	\$300.00	08/20-08/31	5	2	10	\$3,000.00	
	3	M-F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$250.00	08/20-08/31	5	2	10	\$2,500.00	
	4	M-F	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	08/20-08/31	5	2	10	\$3,000.00	
	5	M-F	2P-3P	THE DOCTORS	:30	\$150.00	08/20-08/31	5	2	10	\$1,500.00	
	6	M-F	7A-9A	TODAY SHOW	:30	\$1,500.00	08/20-08/31	1	2	2	\$3,000.00	
	7	SA	6A-7A	WAVY NEWS 10 SATURDAY EARLY MORNIN	:30	\$300.00	08/18-08/25	1	2	2	\$600.00	
	8	SA	7A-8A	WAVY NEWS 10 SATURDAY MORNING	:30	\$400.00	08/18-08/25	1	2	2	\$800.00	
	9	SU	7A-8A	WAVY NEWS 10 SUNDAY MORNING	:30	\$400.00	08/19-08/26	1	2	2	\$800.00	
	10	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$800.00	08/19-08/26	1	2	2	\$1,600.00	
	11	M-F	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$900.00	08/20-08/31	2	2	4	\$3,600.00	

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	12	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	\$500.00	08/18-08/25	1	2	2	\$1,000.00	
	13	M-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$900.00	08/20-08/31	5	2	10	\$9,000.00	
	14	M-F	730P-8P	THE INSIDER	:30	\$900.00	08/20-08/31	2	2	4	\$3,600.00	
	16	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$200.00	08/25-08/25	1	1	1	\$200.00	
	17	M-W	430A-459A	EARLY TODAY	:30	\$125.00	08/20-08/29	3	2	6	\$750.00	

--REPORT TOTALS--  
Report Totals: 87 / \$38,450.00

--SALES MONTHLY TOTALS--  
Aug 12: 49 / \$21,725.00    Sep 12: 38 / \$16,725.00  
Sales Totals: 87 / \$38,450.00  
Station Totals: 87 / \$38,450.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--  
Market Totals \$124,032    CATV 0%    WAVY 31%    WGNT 0%    WPXV 0%    WTKR 20%  
WTVZ 8%    WVBT 9%    WVEC 32%

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

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--- CREDIT RISK ---

CASH IN ADVANCE